

**Modified Enlarged 18 pt**

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Tuesday 11 January 2022 – Afternoon**

**Level 3 Cambridge Technical in Digital Media**

**05843/05844/05845/05846/05875**

**Unit 1: Media products and audiences**

**Time allowed: 2 hours plus your additional time allowance**

**You must have:  
the Insert**

**Please write clearly in black ink.**

**Centre  
number**

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**Candidate  
number**

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**First name(s)** \_\_\_\_\_

**Last name** \_\_\_\_\_

**Date of  
birth**

D	D	M	M	Y	Y	Y	Y
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**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS**

**Use black ink.**

**Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.**

**Answer ALL the questions.**

**Use the Insert to answer the questions in Section A.**

## **INFORMATION**

**The total mark for this paper is 80.**

**The marks for each question are shown in brackets [ ].**

**Quality of extended response will be assessed in questions marked with an asterisk (\*).**

## **ADVICE**

**Read each question carefully before you start your answer.**

**Answer ALL the questions.**

**SECTION A**

**Use Fig. 1 and your own knowledge to answer the following questions.**

- 1 (a) (i) Identify THREE interpretations that can be made about how people access audio media.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

**[3]**

- (ii) Explain the TERM ‘On Demand music service’, which is used in Fig. 1.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**[3]**

Use Fig. 2 and your own knowledge to answer the following questions.

(b) (i) Identify TWO interpretations about the consumption of live radio.

1

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2

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[2]

(ii) Explain ONE reason for ONE of the interpretations you have made in 1(b)(i).

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[3]

Use Fig. 3 and your own knowledge to answer the following questions.

- 2 (a) Identify **FOUR** interpretations about the most watched programmes on TV in the week 15th July 2019 to 21st July 2019.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

[4]

- (b) Explain **TWO** possible reasons why there is a difference between the devices used to consume Coronation Street and Love Island.

1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[4]

**SECTION B**

**3 (a) Identify FOUR digital media industry sectors.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

**4** \_\_\_\_\_

**[4]**

**(b) Explain how ONE product from a digital media industry sector you have studied has been distributed using online technologies.**

**Product:** \_\_\_\_\_

\_\_\_\_\_

**Explanation:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**

**4 (a) Identify THREE ways that vertical integration benefits conglomerate companies.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

**[3]**

- (b) Explain ONE reason why media institutions use synergy. Use examples to support your answer.**

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**[3]**

- 5 Identify TWO post-production job roles and explain how each job role contributes to the production of a media product.**

**1** 

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**2** 

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**[4]**

**6\* Discuss how mise-en-scène techniques contribute to creating representations in a media product you have studied.**

**Use examples of specific techniques to support your answer. [12]**

[illegible]



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- 7 (a) Identify FOUR advantages of completing a PEST analysis when producing a media product.**

**1** \_\_\_\_\_

**2** \_\_\_\_\_

**3** \_\_\_\_\_

**4** \_\_\_\_\_

**[4]**

- (b) Identify and explain TWO reasons why it is useful for media institutions to gather audience feedback on media products that they have produced.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**8 Identify and explain TWO advantages of using a subscription streaming service to access digital audio-visual content.**

**1**

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**2**

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**[4]**

**9\* 'Digital media products have only positive effects on consumers.'**

**Using your knowledge about the effects of digital media products and the reasons why people use digital media products, discuss the accuracy of this statement.**

**Use examples to support your answer. [20]**

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**END OF QUESTION PAPER**

[illegible]













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